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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91227852
Party	Plaintiff Oakwon Demographics LLC
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Submission	Reply in Support of Motion
Filer's Name	Tommas F. Balducci
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Signature	/TFB/
Date	05/10/2017
Attachments	OPPOSERS REPLY BRIEF IN SUPPORT OF OPPOSERS MOTION FOR SUMMARY JUDGMENT.pdf(438229 bytes) DECLARATION OF MICHAEL F. SARNEY IN SUPPORT OF OPPOSERS REPLYBRIEF.pdf(52485 bytes) Sarney Rep. Dec. Exhibit B.pdf(496744 bytes) Sarney Rep. Dec. Exhibit D.pdf(213079 bytes) Sarney Rep. Dec. Exhibit E.pdf(4220404 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

OAKWON DEMOGRAPHICS LLC)
d/b/a MISSION ESCAPE GAMES,)
) Opposition No. 91227852
Opposer,)
) Serial Nos. 86,815,642;
) 86,815,955
MISSION ESCAPE ROOMS, LLC,) Marks: MISSION ESCAPE
MISSION ESCAI E ROOMS, EEC,) MISSION ESCAPE
Applicant.) ROOMS
)

OPPOSER'S REPLY BRIEF IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT

Pursuant to Trademark Rule 2.127(e)(1), and TBMP §528, Opposer Oakwon

Demographics LLC d/b/a Mission Escape Games ("Oakwon" or "Opposer") hereby submits this

Reply Brief in Support of Opposer's Motion for Summary Judgment ("Opposer's Reply") in

reply to Applicant's Response to Opposer's Motion for Summary Judgment and Brief in Support

Thereof ("Applicant's Response"). Opposer's Reply is supported by the accompanying

Declaration of Michael F. Sarney, Esq. and the exhibits referenced therein.¹

Introduction

Opposer is entitled to Summary Judgment because there is no *genuine dispute of material* fact and it is entitled to judgment as a matter of law. TBMP §528.01. In its motion Opposer has identified evidence that clearly establishes that it has standing in this Opposition, has priority in its MISSION and MISSION ESCAPE GAMES marks, and that there is likelihood of confusion between Opposer's marks and Applicant's MISSION ESCAPE and MISSION ESCAPE

¹ Opposer respectfully requests that the Board exercise its discretion to permit Opposer's Motion to be supplemented with this further affidavit in support of a reply brief. *See*, TBMP §528.05(b) (*citing*, Fed. R. Civ. P. 56(c); *Shalom Children's Wear*, *Inc. v. In-Wear A/S*, 26 USPQ2D 1516, 1517 (TTAB 1993)). Citations to the Declaration of Michael F. Sarney and exhibits attached herewith will be abbreviated as Sarney Rep. Decl. _, Ex._.

ROOMS marks in App. Serial Nos. 86,815,642 and 86,815,955 (the "Subject Marks" and "Subject Applications", respectively). Applicant has not proffer *countering evidence* sufficient to demonstrate *specific, genuinely disputed, material facts* must to be resolved at trial. *See,* Id.

Rather, Applicant's Reply contains a broad "Statement of Disputed Facts", which merely "disputes" the grounds upon which Opposer's Motion for Summary Judgment ("Opposer's Motion") is based, *i.e.*, its standing and priority, and that a likelihood of confusion exists, as well as "the facts related to [standing and priority] presented[.]" However, Applicant's contentions are not supported by evidence that could reasonably counter the established facts supporting Opposer's claims. Applicant is not entitled to trial based on a mere hope it could produce evidence at that time. *Ennis, Inc. v. Beling,* 2014 TTAB LEXIS 421 (TTAB, Sept. 30, 2014)

Opposer's Standing

Applicant argues that "Opposer has failed to establish by a preponderance of the evidence that it has proprietary rights to the alleged marks 'Mission' and 'Mission Escape Games'."

Applicant is incorrect, and its contention is based upon an incomplete assessment of the facts, which in pertinent part remain undisputed.

Opposer's Motion identified undisputed facts which are "sufficient to show a 'real interest' in the proceeding and a 'reasonable basis' for its belief that it would suffer some kind of damage if' the Subject Marks are registered. Namely, Opposer has cited facts supporting its "prior use of a confusingly similar mark" and that it was advised that its pending applications for MISSION and MISSION ESCAPE GAMES "will be refused registration when [the Subject Application(s)] matures into a registration." *See*, TBMP §309.03(b).²

² citing *Giersch v. Scripps Networks Inc.*, 90 USPQ2d 1020, 1022 (TTAB 2009) (standing established by showing of common law rights); *Weatherford/Lamb Inc. v. C&J Energy Services Inc.*, 96 USPQ2d 1834, 1837 (TTAB 2010) (standing established where office action suspending plaintiff's application due to possible refusal based on alleged likelihood of confusion with defendant's registration made of record).

First, Applicant's allegation that Opposer does not have standing fails to acknowledge Opposer's rights in its MISSION ESCAPE GAMES and MISSION applications, which were cited in the Notice of Opposition and in Opposer's Motion. In fact, Applicant's Answer admits that Opposer owns App. Nos. 86/941,933 for MISSION and 86/921,429 for MISSION ESCAPE GAMES, and Applicant concedes that Opposer's Applications have been, "suspended based on a potential likelihood of confusion with the Subject Applications." *See* Applicant's Response, p. 3; Sarney Rep. Decl¶2-3, Ex. A-B. Opposer has clearly established that there is no genuine issue of material fact regarding Opposer's proprietary interest in the MISSION ESCAPE GAMES and MISSION marks, and Applicant has not presented any facts that might demonstrate otherwise.

Second, Applicant's futile attempts to create "genuine" disputes of fact in regard to Opposer's prior common-law rights in its MISSION ESCAPE GAMES and MISSION marks are based upon pure conjecture, and a brazen disregard for the applicable legal standards. Applicant argues that a review of the documentary evidence introduced by the Declaration of David K. Chen in Support of Opposer's Motion for Summary Judgment (the "Chen Declaration" or "Chen Decl.") to demonstrate Opposer's use of the MISSION and MISSION ESCAPE GAMES marks, "do not reference Oakwon at all." Applicant is wrong and demonstrates a fundamental misunderstanding of trademark law, as Opposer's marks need only designate that the services offered thereunder emanate from a single source which Opposer controls.

The record clearly demonstrates that Oakwon does business as "Mission Escape Games" and under its marks. See Chen Decl. $\P1-2$. The Chen Declaration, a sworn statement by a "managing member and co-founder" of Oakwon, declares under penalty of perjury that Oakwon

³ Applicant further contends that to the extent the evidence does establish Opposer's standing, "it should not be considered by the Board for lack of proper foundation." Opposer will be address this argument in a later section.

⁴ See, *Johnson & Johnson v. E. I. du Pont de Nemours and Co., Inc., 181 USPQ 790, 791 (TTAB 1974)*, ("It is settled that the function of a trademark is to identify a single, albeit anonymous, source of commercial sponsorship ... a trademark need not be used in association with the trade name of its owner....")

has used the MISSION ESCAPE GAMES and MISSION marks, since at least as early as April 2014 and December 2014, respectively, and painstakingly details the goodwill acquired therein. This declaration, even if not supported by documentary evidence, must be given consideration if the statements within are clear and convincing, and are uncontradicted. TBMP §528.05(b)⁵

The Chen Declaration, itself, is therefore more than sufficient to establish Opposer's standing, though Applicant attempts minimize the impact of the sworn testimony by describing it as a "claim" in relation to which, "the remainder of the evidence presented by the Opposer is insufficient to establish an ownership connection between the Alleged Marks and Opposer." Applicant's conclusory arguments and baseless assertions are in sufficient to contradict this evidence or create a general dispute of fact concerning Opposer's standing. *See, Sweats Fashions Inc. v. Pannill Knitting Co.*, 833 F.2d 1560, 4 USPQ2d 1793, 1797 (Fed. Cir. 1987) (conclusory statements and denials do not raise genuine issues of material fact); TBMP §528.01.6

Moreover, in a desperate attempt to set forth countering evidence, Applicant cites the existence of an entity registration for a company named "Mission: Escape, Inc." to show that it is, "entirely possible that the business entity actually using the [MISSION and MISSION ESCAPE GAMES marks] ... is Mission: Escape, Inc., rather than Opposer". Applicant's citation of this entity registration, without any details concerning the nature of the corporation's business or its alleged trademark use, is not specific countering evidence sufficient to demonstrate the existence of any genuinely disputed material facts.

The sworn statements in the Chen Declaration, corroborated by evidence, are sufficient to

⁵ Citing, Hornblower & Weeks Inc. v. Hornblower & Weeks Inc., 60 USPQ2d 1733, 1736 (TTAB 2001) (opposer's declaration, while not accompanied by any documentary evidence, was internally consistent, not characterized by uncertainty and was unchallenged by applicant); 4U Co. of America, Inc. v. Naas Foods, Inc., 175 USPQ 251, 253 (TTAB 1972) (claims in affidavit not supported by invoice does not undermine the testimony when uncontradicted) ⁶ See also, Levi Strauss & Co. v. Genesco, Inc., 742 F.2d 1401, 222 USPQ 939, 941 (Fed. Cir. 1984) (response contained only unsupported arguments and conclusions).

establish Opposer's use of and interest in the MISSION ESCAPE GAMES and MISSION marks. As Applicant has not presented any evidence to counter or undermine the credibility Mr. Chen's testimony, there is clearly no genuine dispute of material fact relating to Opposer's standing.

Opposer's Priority in its MISSION and MISSION ESCAPE GAMES Marks

Applicant asserts that Opposer does not have priority in the MISSION and MISSION ESCAPE GAMES marks for two reasons: first, Applicant contends that the record does not support Opposer's use of its MISSION mark at all; and second, Applicant contends that the documentary evidence in the exhibits to the Chen Declaration were not laid a proper foundation and are hearsay, such that the facts therein cannot be submitted in a form of admissible evidence.

Applicant argues that Opposer does not have priority in the MISSION mark because the records, "does not show a single use of the alleged mark 'Mission' separate and apart from...

'Mission Escape Games'[,]" and that Opposer's use of the stylized MISSION mark, does not support Opposer's claimed use of the mark MISSION. However, MISSION is distinctly and prominently displayed in this stylized form, separate and apart from "ESCAPE GAMES, which are less distinctive. Moreover, Opposer's application for the MISSION mark

was filed supported by a specimen demonstrating how the mark has been used by the Opposer since at least as early as December 2014. Since this specimen for the MISSION mark was not rejected by the Examining Attorney, the prosecution history should stand as sufficient evidence that the mark displayed therein constitutes use of the mark MISSION. Sarney Rep.

Decl. ¶ 3, Ex.2. Therefore, Opposer's evidence of prior use of the mark in the

exhibits to the Chen Declaration is sufficient to establish prior use of the MISSION mark. 7

The remainder of Applicant's arguments against Opposer's priority of use hinge on objections to the admissibility of documentary evidence submitted as exhibits to the Chen Declaration. These objections, relating to the foundation and authentication of evidence and to its admissibility, do not create a disputed material fact, nor do they establish that the facts therein "cannot be presented in a form that could be considered as admissible evidence." *See, Jaguar Land Rover Ltd. v. Tekk*, 2015 TTAB LEXIS 479, *14.8 Applicant will nonetheless address Applicant's foundation and hearsay objections below.

Applicant's response contains blanket assertions that Opposer "has not laid a sufficient foundation for the admissibility" of the evidence in Chen Declaration, Exhibits 3-13. Applicant does not explain the basis—for this contention, and thereby denies Opposer the ability to respond. Opposer nevertheless disputes Applicant's unfounded objections, and submits that each exhibit was sufficiently introduced and identified by Mr. Chen. (See Chen Decl. $\P \ 3$, 11, 12, 18, 21, 23 – 25). Furthermore, regardless of any foundation requirements, the website printouts, business records, and published articles attached to a declaration in support of Opposer's Motion may be considered by the Board. See, Id., *14 – 15.9

Applicant further objects to Chen Declaration, Exhibits 1 and 3-13 as inadmissible hearsay. These objections are without merit, as the exhibits are not offered for the truth of any statements made therein, but rather to support and corroborate Mr. Chen's testimony. Moreover, it is not required to submit admissible documentary evidence to support its motion. Rather,

⁷ Regardless, Opposer's use of the MISSION ESCAPE GAMES mark, which remains unchallenged by Applicant, pre-dates any claim of use by Applicant (and provides Opposer with a basis for Standing).

⁸ (Holding applicant's evidentiary objections to portions of the statements in and exhibits to opposer's declaration supporting its Motion for Summary judgment. essentially arguments regarding the probative value of the objected-to exhibits and statements, and not objections as to admissibility.)(citing *Weatherford/Lamb*, 96 USPQ2d at 1836-37

⁹ *Citing*, Fed. R. Civ. P. 56(c); Trademark Rules 2.122(e) and 2.127(e)(2); *Raccioppi v. Apogee Inc.*, 47 USPQ2d
1368, 1369-70 (TTAB 1998); Trademark Rule 2.120(j)(8); TBMP §§ 528.05(a)(1)-(e).

Opposer's submission of sworn testimony *in combination with* the accompanying corroborating exhibits enables the Board to determine "whether they are sufficiently probative to foreclose a genuine dispute of material fact". *See, Id.,* *14.

Most importantly, Applicant's Response fails to address Mr. Chen's sworn testimony regarding Opposer's prior use of its marks, which were made based on his personal knowledge as an owner and co-founder of the Opposer, and corroborated by the exhibits thereto. Such a declaration, even in the absence of any supporting documentary evidence, is entitle to consideration as Applicant has not offered any evidence to contradict the statements in the Chen Declaration, challenge Mr. Chen's credibility, or establish Applicant's own first use date prior to the filing of the opposed applications. TBMP §528.05(b). 10

The uncontroverted sworn statements in the Chen Declaration, corroborated by evidence, are therefore sufficient to establish Opposer's use of its marks prior to the filing of the Subject Applications. As there is clearly no genuine dispute of material fact, Opposer's Motion should be granted in regard to its priority in the MISSION ESCAPE GAMES and MISSION marks.

Likelihood of Confusion Between Opposer's and Applicant's Marks

Applicant argues the logical non sequitur that Opposer, "has failed to prove a likelihood of confusion ... and therefore there are disputes of material fact remaining." In support of its contention, Applicant misrepresents the facts and relevant law to incorrectly conclude that nearly all of the thirteen *DuPont* Factors weigh in its favor. Further, Applicant fails to offer any evidence sufficient to counter that cited in Opposer's analysis of the relevant factors, or to address the law cited therein. Applicant's arguments are not indicative of a genuine dispute of material fact, and, even if the "facts" upon which Applicant relies are taken at face value, a

¹⁰ Supra, Footnote 5.

reasonable fact finder would not be able to resolve the opposition in favor of Applicant. 11

First, Applicant argues that Opposer's analysis was insufficient as it only discusses two DuPont Factors, and, "neglects the remaining eleven factors, many of which bear on ...this case." Applicant is incorrect, as "[n]ot all of the DuPont Factors are relevant to every case, and only factors of significance to the particular mark[s] need be considered." *In re Mighty Leaf Tea*, 601 F.3d 1342, 1346, 94 USPQ2d 1257, 1259 (Fed. Cir. 2010). It is well settled that the key considerations of any likelihood of confusion analysis are the similarity, or dissimilarity, of the marks and of the covered goods and/or services. TMEP §1207.01. In this case, these two factors, which are unmitigated by any other applicable factor, are so overwhelmingly indicative of a likelihood of confusion a reasonable fact finder could not find otherwise.

At the outset, Applicant *has not and cannot argue* that the services offered by the parties under their respective marks are materially different. The record clearly establishes that both parties organize and offer live action room-escape games and related services. *See*, Sarney Rep. Decl. ¶6, Ex. E; Chen Decl. ¶3, Ex. 2; Cherry Decl. ¶5, Ex. 2 (p.4-6). Moreover, Applicant has conceded that the Applicant's and Opposer's applications cover nearly identical services. Accordingly, there is no genuine dispute of material fact relating to the similarity of the services, and this factor weighs heavily in favor of finding a likelihood of confusion.

Applicant argues that Opposer's MISSION ESCAPE GAMES mark and the Subject Marks are not similar because the marks are encountered by consumers in stylized forms which differ, and that the marks differ in sound, meaning, and commercial impression. Applicant's analysis is faulty. The stylization of the marks should not be considered as the Subject

¹¹ As Applicant's Response only addresses Opposer's MISSION ESCAPE GAMES mark, and not its MISSION mark (in regards to which a likelihood of confusion remains undisputed), Opposer's Reply is similarly limited. ¹² See, e.g., Federated Foods, Inc. v. Fort Howard Paper Co., 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976); In re Iolo Techs., LLC, 95 USPQ2d 1498, 1499 (TTAB 2010);

Applications cover "standard characters" which are not limited to any particular rendition or by how the mark is actually used in commerce. TMEP §1207.01(c)(iii). ¹³ Allowing the Subject Marks to register would, effectually grant Applicant the right to prevent Opposer from using its MISSION and MISSION ESCAPE GAMES marks in any form, despite Opposer's prior use.

Applicant further relies upon misrepresentations concerning the impact of its purported evidence and improper dissection of the marks, in efforts to diminish the strength of the term MISSION and place undue emphasis on the differences between the terms "ROOMS" and "GAMES". Applicant's improperly cites the dictionary definitions of "rooms" and "games" in order to create the appearance of a genuine dispute of fact, which there is not. The record establishes that the services offered by Applicant and Opposer are interchangeably referred to as "escape rooms" or "escape games". Sarney Rep. Decl. ¶ 4-5, Ex. C-D, Chen Decl. ¶ 3, Ex. 2. As such consumers would likely recognize MISSION as the prominent distinctive portion of the mark, and consider the parties' marks identical in meaning and commercial impression.

Accordingly, there is no genuine dispute of material fact relating to the similarity of the marks, and this factor therefore weighs heavily in favor of finding a likelihood of confusion.

Applicant further argues that Opposer's MISSION ESCAPE GAMES mark is weak, citing the coexistence of marks comprised of the term MISSION on Principal Register in Cl. 41 and website evidence of common law uses featuring the terms MISSION and ESCAPE.

However, the TESS Search Records cited by Applicant are overly broad and include marks for unrelated services and marks that bear no other similarity to the parties' marks aside from featuring the term MISSION. Further, the purported evidence of common law use includes references to companies outside the United States, and Google search results for "mission escape by mouse city" featuring links relating to computer games. This evidence should be afforded

¹³ Citing, Cunningham v. Laser Golf Corp., 222 F.3d 943, 950, 55 USPQ2d 1842, 1847 (Fed. Cir. 2000).

little, if any, weight, and cannot support the registration of Applicant's marks.

Applicant also futily argues that there are geographic differences in the trade channels through which Opposer and Applicant's goods are offered, even though it admits that each party promotes its services online, and despite the fact that the record clearly establishes Opposer's sales throughout the United States. Regardless, as the services identified in the Subject Applications are not limited in any way, the covered services are presumed to move in all normal channels of trade. Accordingly, no genuine dispute of material fact exists relating to this factor sufficient to avoid a finding of likelihood of confusion. Applicant's arguments concerning the remaining *DuPont* factors are either conclusory, unsupported by evidence, or should be afforded little or no weight in this likelihood of confusion analysis.¹⁴

In sum, Opposer has identified evidence that supports its standing, its priority in the use of its MISSION ESCAPE GAMES and MISSION marks, and that a likelihood of confusion exists between Opposer's marks and the Subject Marks. Opposer's evidence remains undisputed and uncontroverted, and Applicant has failed to raise a genuine issue of material fact sufficient to defeat Opposer's motion for summary judgment. Accordingly, Opposer has met its burden and Summary Judgment should be granted in its favor.

Dated: May 10, 2017

Respectfully submitted,

MORITT HOCK & HAMROFF LLP 1407 Broadway, 39th Floor

fus Daldra?

New York, NY. 10018

By:

Michael F. Sarney Tommas F. Balducci

Attorneys for Opposer

¹⁴ Opposer also objects to the Cherry Decl. ¶¶ 4, 7, 9-12 on the grounds that Mr. Cherry is stating his opinion, is speculating, and does not have personal knowledge relating to the assertions set forth therein.

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing OPPOSER'S REPLY BRIEF IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT and DECLARATION OF MICHAEL F. SARNEY IN SUPPORT OF OPPOSER'S REPLY BRIEF IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT has been served on Applicant, Mission Escape Rooms LLC, by forwarding said copy on May 10, 2017 via E-MAIL to:

Dominic J. Souza Souza LLC 2543 Housley Road Annapolis, MD 21401 dsouza@souzalaw.com

Tommas F. Balducci

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

OAKWON DEMOGRAPHICS LLC)
d/b/a MISSION ESCAPE GAMES,)
) Opposition No. 91227852
Opposer,)
) Serial Nos. 86,815,642;
) 86,815,955
MISSION ESCAPE ROOMS, LLC,) Marks: MISSION ESCAPE
) MISSION ESCAPE
Applicant.) ROOMS
)

DECLARATION OF MICHAEL F. SARNEY IN SUPPORT OF OPPOSER'S REPLYBRIEF IN SUPPORT OF OPPOSER'SMOTION FOR SUMMARY JUDGMENT

I, Michael F. Sarney, declare as follows:

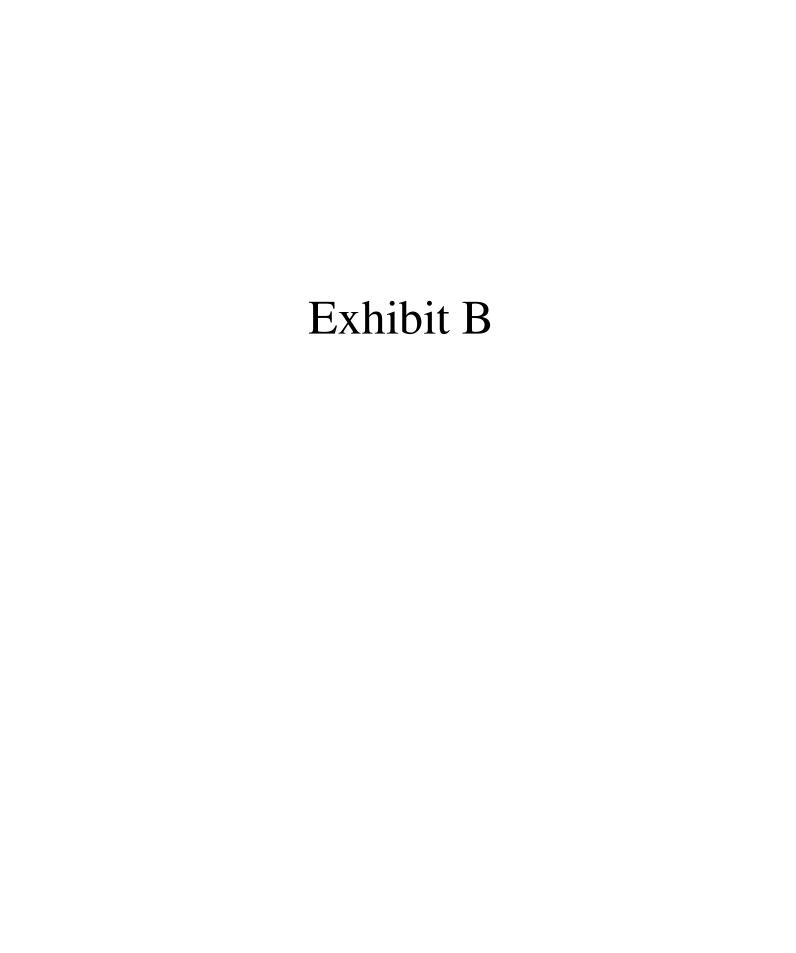
- 1. I am an attorney with the law firm of Moritt Hock & Hamroff LLP and the attorney of record for Opposer Oakwon Demographics LLC d/b/a Mission Escape Games ("Oakwon"). I have personal knowledge of the facts set forth herein, and I make this declaration in support of Opposer's Reply Brief in Support of Opposer's Motion for Summary Judgment.
- 2. Attached hereto as **Exhibit A** is a true and correct copy of the prosecution history of Oakwon's Application Ser. No. 86/921,429 for the mark MISSION ESCAPE GAMES, which I caused to be downloaded from the United States Patent and Trade Mark Office's (USPTO's) Trademark Status & Document Retrieval ("TSDR") database on May 10, 2017.
- 3. Attached hereto as **Exhibit B** is a true and correct copy of the prosecution history of Oakwon's Application Ser. No. 86/941,933 for the mark MISSION ESCAPE GAMES, which I caused to be downloaded from the USPTO's Trademark Status & Document Retrieval ("TSDR") database on May 10, 2017.

- 4. Attached hereto as **Exhibit C** are true and correct copies of printouts featuring 75 active federal trademarks, which I caused to be printed from the USPTO's Trademark Electronic Search System, consisting of allowed applications and registrations, which cover Class 41 services identified with the terms "escape" and either "game" or "room", which are highlighted for reference.
- 5. Attached hereto as **Exhibit D** is a true and correct copy of the results of a search which I caused to be run on the USPTO's online Trademark ID Manual for "escape rooms" on May 10, 2017.
- 6. Attached hereto as **Exhibit E** is are true and correct copies of screenshots from pages of Oakwon's website at <www.missionescapegames.com> that I caused to be printed on May 10, 2017.

I declare, under penalty of perjury, that the foregoing statements are true and correct to the best of my knowledge.

May 10, 2017

Michael F. Sarney



Generated on: This page was generated by TSDR on 2017-05-10 13:31:53 EDT

Mark: MISSION

MISSION

US Serial Number: 86941933 Application Filing Mar. 16, 2016

Date:

Filed as TEAS RF: Yes Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

Status: Suspension check completed. Application remains suspended.

Status Date: Jan. 17, 2017

Mark Information

Mark Literal MISSION

Elements:

Standard Character Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Claim:

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

• Brackets [..] indicate deleted goods/services;

• Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

Asterisks *..* identify additional (new) wording in the goods/services.

For: Arranging and conducting entertainment by means of live interactive puzzle adventure games and challenges, namely, featuring room

U.S Class(es): 100, 101, 107

escape, problem solving, teamwork and strategy and social entertainment events

International 041 - Primary Class

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 16, 2014 Use in Commerce: Dec. 16, 2014

Basis Information (Case Level)

Filed Use: YesCurrently Use: YesAmended Use: NoFiled ITU: NoCurrently ITU: NoAmended ITU: NoFiled 44D: NoCurrently 44D: NoAmended 44D: NoFiled 44E: NoCurrently 44E: NoAmended 44E: No

Filed 66A: No Currently 66A: No Filed No Basis: No Currently No Basis: No

Current Owner(s) Information

Owner Name: Oakwon Demographics LLC

Owner Address: Suite 305

144-36 Melbourne Ave Flushing, NEW YORK 11367

UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY State or Country NEW YORK

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Michael F. Sarney Docket Number: M7943-002-02

Attorney Primary msarney@moritthock.com Email Attorney Email Yes
Email Address: Authorized:

Correspondent

Correspondent MICHAEL F. SARNEY

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450 SEVENTH AVENUE NEW YORK, NEW YORK 10123

UNITED STATES

Correspondent e- msarney@moritthock.com mail:

Correspondent e- Yes mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 17, 2017	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jan. 11, 2017	ASSIGNED TO LIE	77976
Jul. 06, 2016	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jul. 06, 2016	LETTER OF SUSPENSION E-MAILED	6332
Jul. 06, 2016	SUSPENSION LETTER WRITTEN	81111
Jun. 14, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 14, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 14, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 10, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 10, 2016	NON-FINAL ACTION E-MAILED	6325
Jun. 10, 2016	NON-FINAL ACTION WRITTEN	81111
Jun. 10, 2016	ASSIGNED TO EXAMINER	81111
Mar. 21, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 19, 2016	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: RICHARDS, SUSAN ANN Law Office LAW OFFICE 103

Assigned:

File Location

Current Location: GENERIC WEB UPDATE Date in Location: Jan. 11, 2017

Proceedings

Summary

Number of 1 Proceedings:

Type of Proceeding: Opposition

Proceeding 91227852 Filing Date: May 12, 2016

Number:

Status: Pending Status Date: May 12, 2016

Interlocutory KATIE W MCKNIGHT

Attorney:

Defendant

Name: Mission Escape Rooms LLC

Correspondent DOMINIC J SOUZA

Address: SOUZA LLC

2543 HOUSLEY RD ANNAPOLIS MD , 21401 UNITED STATES

Correspondent e- dsouza@souzalaw.com

mail:

Associated marks			
Mark	Application Status	Serial Registration Number Number	
MISSION ESCAPE	Opposition Pending	86815642	
MISSION ESCAPE ROOMS	Opposition Pending	<u>86815955</u>	
Plaintiff(s)			

Name: Oakwon Demographics LLC

Correspondent MICHAEL F SARNEY
Address: MORITT HOCK & HAMROFF LLP
1407 BROADWAY FL 39
NEW YORK NY , 10018
UNITED STATES

 $\textbf{Correspondent e-} \quad \underline{msarney@moritthock.com} \,,\, \underline{tbalducci@moritthock.com} \,,\, \underline{tbaldu$

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MISSION ESCAPE GAMES	Report Completed Suspension Check - Case Still Suspen	nded 86921429	
MISSION	Report Completed Suspension Check - Case Still Suspen	ided 86941933	

Prosecution History				
Entry Number	History Text	Date	Due Date	
1	FILED AND FEE	May 12, 2016		
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 12, 2016	Jun 21, 2016	
3	PENDING, INSTITUTED	May 12, 2016		
4	ANSWER	Jun 17, 2016		
5	P CHANGE OF CORRESP ADDRESS	Aug 31, 2016		
6	STIP FOR EXT	Dec 19, 2016		
7	EXTENSION OF TIME GRANTED	Dec 19, 2016		
8	P MOT FOR SUMMARY JUDGMENT	Mar 27, 2017		
9	P MOT FOR SUMMARY JUDGMENT	Mar 27, 2017		
10	P MOT FOR SUMMARY JUDGMENT EXHIBITS	Mar 27, 2017		
11	SUSP PEND DISP OF OUTSTNDNG MOT	Apr 05, 2017		
12	D OPP/RESP TO MOTION	Apr 25, 2017		

To: Oakwon Demographics LLC (msarney@moritthock.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86941933 - MISSION - M7943-002-02

Sent: 7/6/2016 1:01:37 PM

Sent As: ECOM103@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86941933

MARK: MISSION

CORRESPONDENT ADDRESS:

MICHAEL F. SARNEY MORITT HOCK & HAMROFF LLP 450 SEVENTH AVENUE NEW YORK, NY 10123

APPLICANT: Oakwon Demographics LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:

M7943-002-02

CORRESPONDENT E-MAIL ADDRESS:

msarney@moritthock.com

86941933

GENERAL TRADEMARK INFORMATION:

http://www.uspto.gov/trademarks/index.jsp

VIEW YOUR APPLICATION FILE

SUSPENSION NOTICE: NO RESPONSE NEEDED

ISSUE/MAILING DATE: 7/6/2016

This Office action is in response to applicant's communication filed on June 14, 2016.

The trademark examining attorney is suspending action on the application for the reason(s) stated below. See 37 C.F.R. §2.67; TMEP §§716 et seq.

The effective filing date of the pending application(s) identified below precedes the filing date of applicant's application. If the mark in the referenced application(s) registers, applicant's mark may be refused registration under Section 2(d) because of a likelihood of confusion with that registered mark(s). See 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 et seq. Therefore, action on this application is suspended until the earlier-filed referenced application(s) is either registered or abandoned. 37 C.F.R. §2.83(c). A copy of information relevant to this referenced application(s) was sent previously.

- Application Serial No(s). 86815642 and 86815955

REFUSAL(S)/REQUIREMENT(S) CONTINUED AND MAINTAINED: The following refusal(s)/requirement(s) is/are continued and maintained: The amended identification of services is unacceptable as indefinite because it consists of a repetition of the wording in the original application. The Applicant was advised that this wording was not acceptable in the June 10, 2016 Office Action.

The USPTO will periodically conduct a status check of the application to determine whether suspension remains appropriate, and the trademark examining attorney will issue as needed an inquiry letter to applicant regarding the status of the matter on which suspension is based. TMEP §§716.04, 716.05. Applicant will be notified when suspension is no longer appropriate. *See* TMEP §716.04.

No response to this notice is necessary; however, if applicant wants to respond, applicant should use the "Response to Suspension Inquiry or Letter of Suspension" form online at http://teasroa.uspto.gov/rsi/rsi.

/Susan A. Richards/ Susan A. Richards Law Office 103 (571) 272-8266 Susan.Richards@uspto.gov

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Oakwon Demographics LLC (msarney@moritthock.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86941933 - MISSION - M7943-002-02

Sent: 7/6/2016 1:01:39 PM

Sent As: ECOM103@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 7/6/2016 FOR U.S. APPLICATION SERIAL NO.86941933

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this link or go to http://tsdr.uspto.gov/, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

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SERIAL NUMBER	86941933	FILING DATE	03/16/2016
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	RICHARDS, SUSAN ANN	L.O. ASSIGNED	103

PUB INFORMATION

PUB INFORMATION				
RUN DATE	06/15/2016			
PUB DATE	N/A			
STATUS	661-RESPONSE AFTER NON-FINAL-AC	TION-ENTERED		
STATUS DATE	06/14/2016	06/14/2016		
LITERAL MARK ELEMENT	MISSION			
DATE ABANDONED	N/A	DATE CANCELLED	N/A	
SECTION 2F	NO	SECTION 2F IN PART	NO	
SECTION 8	NO	SECTION 8 IN PART	NO	
SECTION 15	NO	REPUB 12C	N/A	
RENEWAL FILED	NO RENEWAL DATE N/A			
DATE AMEND REG	N/A			

FILING BASIS

FILED BASIS CURREN		IT BASIS	AMENDE	ED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	MISSION
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Oakwon Demographics LLC
ADDRESS	Suite 305 144-36 Melbourne Ave Flushing, NY 11367
ENTITY	16-LTD LIAB CO

CITIZENSHIP	New York					
GOODS AND SERVICES						
INTERNATIONAL CLASS	041					
DESCRIPTION TEXT	Arranging and conducting entertainment by means of live interactive puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events					

				GOODS	DERVICES				
INTERNATIONAL CLASS				041					
DESCRIPTION TEXT				Arranging and conducting entertainment by means of live interactive puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events					
			GOODS	S AND SERVIC	CES CLASSIFICA	ATION			
INTERNATIONAL CLASS 041 FIRST USE DATE		USE DATE 1	12/16/2014	FIRST USE IN COMMERCE DATE	12/16/2014	CLASS STATUS	6-A	CTIVE	
			MISCELLA	ANEOUS INFO	RMATION/STA	TEMENTS			
CHANGE IN REGIS	TRATION				NO				
				PROSECUTI	ON HISTORY				
DATE		ENT CD	ENT TYPE	DESCRIPTION	DESCRIPTION				ENT NUM
06/14/2016 TEME			ı	TEAS/EMAIL CORRESPONDENCE ENTERED					009
06/14/2016		CRFA	I	CORRESPOND	PONDENCE RECEIVED IN LAW OFFICE 00				008
06/14/2016 TROA I TEAS RESPON			TEAS RESPON	NSE TO OFFICE ACTION RECEIVED 00			007		
06/10/2016		GNRN	0	NOTIFICATION	N OF NON-FINAL ACTION E-MAILED 006				006
06/10/2016		GNRT	F	NON-FINAL AC	CTION E-MAILED 00			005	
06/10/2016		CNRT	R	NON-FINAL AC	CTION WRITTEN 004			004	
06/10/2016		DOCK	D	ASSIGNED TO	D EXAMINER 003				003
03/21/2016 NWOS I NEW APPLICA			NEW APPLICA	ATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002			002		
03/19/2016 NWAP I NEW APPLICA				ATION ENTERED IN TRAM 001					
			CURRENT	CORRESPON	NDENCE INFOR	RMATION			
ATTORNEY					Michael F. Sarney				
CORRESPONDENCE ADDRESS				MICHAEL F. SARNEY MORITT HOCK & HAMROFF LLP 450 SEVENTH AVENUE NEW YORK, NY 10123					

NONE

DOMESTIC REPRESENTATIVE

MISSION

Response to Office Action

The table below presents the date as entered

Input Field	Entered			
SERIAL NUMBER	86941933			
LAW OFFICE ASSIGNED	LAW OFFICE 103			
MARK SECTION				
MARK	http://tmng-al.uspto.gov/resting2/api/img/86941933/large			
LITERAL ELEMENT	MISSION			
STANDARD CHARACTERS	YES			
USPTO-GENERATED IMAGE	YES			
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.			
GOODS AND/OR SERVICES SECTION (curre	ent)			
INTERNATIONAL CLASS	041			
DESCRIPTION				
Arranging and conducting entertainment through in solving, teamwork and strategy and social entertain	teractive, puzzle adventure games and challenges, namely, featuring room escape, problem ment events			
FILING BASIS	Section 1(a)			
FIRST USE ANYWHERE DATE	At least as early as 12/16/2014			
FIRST USE IN COMMERCE DATE	At least as early as 12/16/2014			
GOODS AND/OR SERVICES SECTION (propo	osed)			
INTERNATIONAL CLASS	041			
TRACKED TEXT DESCRIPTION				
solving, teamwork and strategy and social entertain	teractive, puzzle adventure games and challenges, namely, featuring room escape, problem ment events; Arranging and conducting entertainment by means of live interactive puzzle room escape, problem solving, teamwork and strategy and social entertainment events			
FINAL DESCRIPTION				
Arranging and conducting entertainment by means problem solving, teamwork and strategy and social	of live interactive puzzle adventure games and challenges, namely, featuring room escape, entertainment events			
FILING BASIS Section 1(a)				

FILING BASIS	Section 1(a)			
FIRST USE ANYWHERE DATE	At least as early as 12/16/2014			
FIRST USE IN COMMERCE DATE	at least as early as 12/16/2014			
SIGNATURE SECTION				
RESPONSE SIGNATURE	/michael sarney/			
SIGNATORY'S NAME	Michael F. Sarney			
SIGNATORY'S POSITION	Attorney of record, New York bar member			

DATE SIGNED	06/14/2016				
AUTHORIZED SIGNATORY	YES				
FILING INFORMATION SECTION					
SUBMIT DATE	Tue Jun 14 11:57:04 EDT 2016				
TEAS STAMP	USPTO/ROA-XXX.XX.XXXXXX22 0160614115704405994-86941 933-5504356c298e4c2d826a3 33db057b345518ce917b51361 b16adcc6f6c3c56977e-N/A-N /A-20160614115545070813				

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86941933** MISSION(Standard Characters, see http://tmng-al.uspto.gov/resting2/api/img/86941933/large) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 041 for Arranging and conducting entertainment through interactive, puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 12/16/2014 and first used in commerce at least as early as 12/16/2014, and is now in use in such commerce.

Proposed:

Tracked Text Description: Arranging and conducting entertainment through interactive, puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events; Arranging and conducting entertainment by means of live interactive puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events

Class 041 for Arranging and conducting entertainment by means of live interactive puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 12/16/2014 and first used in commerce at least as early as 12/16/2014, and is now in use in such commerce.

SIGNATURE(S)

Response Signature

Signature: /michael sarney/ Date: 06/14/2016

Signatory's Name: Michael F. Sarney

Signatory's Position: Attorney of record, New York bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 86941933

Internet Transmission Date: Tue Jun 14 11:57:04 EDT 2016

TEAS Stamp: USPTO/ROA-XXX.XXX.XXX.XXX-2016061411570440 5994-86941933-5504356c298e4c2d826a333db0

57b345518ce917b51361b16adcc6f6c3c56977e-

N/A-N/A-20160614115545070813

To: Oakwon Demographics LLC (msarney@moritthock.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86941933 - MISSION - M7943-002-02

Sent: 6/10/2016 4:05:06 PM

Sent As: ECOM103@USPTO.GOV

Attachments: Attachment - 1

Attachment - 2 Attachment - 3 Attachment - 4

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86941933

MARK: MISSION

86941933

CORRESPONDENT ADDRESS:

MICHAEL F. SARNEY MORITT HOCK & HAMROFF LLP 450 SEVENTH AVENUE NEW YORK, NY 10123

CLICK HERE TO RESPOND TO THIS LETTER:

http://www.uspto.gov/trademarks/teas/response_forms.jsp

VIEW YOUR APPLICATION FILE

APPLICANT: Oakwon Demographics LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:

M7943-002-02

CORRESPONDENT E-MAIL ADDRESS:

msarney@moritthock.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 6/10/2016

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Summary of Issues

- 1. Earlier-filed applications as potential bars to registration
- 2. Identification of services indefinite for purposes of registration

Search Results - Earlier-Filed Applications as Potential Bars to Registration

The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no similar registered marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d). However, a mark in a prior-filed pending application may present a bar to registration of applicant's mark.

The filing dates of pending U.S. Application Serial Nos. 86815642 and 86815955 precede applicant's filing date. See attached referenced applications. If one or more of the marks in the referenced applications register, applicant's mark may be refused registration under Trademark

Act Section 2(d) because of a likelihood of confusion with the registered mark(s). See 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 et seq. Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced applications.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the marks in the referenced applications. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues.

Identification of Services – Indefinite for Purposes of Registration

The identification of services must be clarified because it is indefinite for purposes of registration. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01. Applicant may adopt the following identification, if accurate:

Arranging and conducting entertainment by means of live, interactive puzzle adventure games and game challenges featuring room escape, problem solving, teamwork, strategy, and social entertainment events

Applicant's goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §\$1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable <u>U.S.</u>

Acceptable Identification of Goods and Services Manual. See TMEP §1402.04.

Assistance

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$50 per international class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone without incurring this additional fee.

/Susan A. Richards/ Susan A. Richards Law Office 103 (571) 272-8266 Susan.Richards@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

Print: Jun 10, 2016 86815642

DESIGN MARK

Serial Number

86815642

Status

OPPOSITION PENDING

Word Mark

MISSION ESCAPE

Standard Character Mark

Yes

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Mission Escape Rooms LLC LIMITED LIABILITY COMPANY MARYLAND 1 Melvin Avenue Annapolis MARYLAND 21401

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Conducting live entertainment in the nature of games featuring room escape, puzzles, and team strategy.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ESCAPE" APART FROM THE MARK AS SHOWN.

Filing Date

2015/11/10

Examining Attorney

LEE, JEANIE

Attorney of Record

Dominic J. Souza

Mission Escape

Print: Jun 10, 2016 86815955

DESIGN MARK

Serial Number

86815955

Status

OPPOSITION PENDING

Word Mark

MISSION ESCAPE ROOMS

Standard Character Mark

Yes

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Mission Escape Rooms LLC LIMITED LIABILITY COMPANY MARYLAND 1 Melvin Avenue Annapolis MARYLAND 21401

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Conducting live entertainment in the nature of games featuring room escape, puzzles and team strategy.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ESCAPE ROOMS" APART FROM THE MARK AS SHOWN.

Filing Date

2015/11/11

Examining Attorney

LEE, JEANIE

Attorney of Record

Dominic J. Souza

Mission Escape Rooms

To: Oakwon Demographics LLC (<u>msarney@moritthock.com</u>)

Subject: U.S. TRADEMARK APPLICATION NO. 86941933 - MISSION - M7943-002-02

Sent: 6/10/2016 4:05:08 PM

Sent As: ECOM103@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 6/10/2016 FOR U.S. APPLICATION SERIAL NO. 86941933

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this link or go to http://tsdr.uspto.gov, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **TIMELY RESPONSE IS REQUIRED:** Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 6/10/2016 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

***	User:srichards	***
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#	Total	Dead	Live	Live	Status/	Search
	Marks	Marks	Viewed	Viewed	Search	
			Docs	Images	Duration	
01	5614	N/A	0	0	0:01	$(*m{"iy"}s{"iy"}on* or *m{"iy"}ss{"iy"}on*)[bi,ti]$
02	2455	N/A	0	0	0:01	1 not dead[ld]
03	2085	N/A	0	0	0:01	2 and ("009" or "028" or "041")[cc]
04	764	0	764	728	0:01	2 and ("009" or "028" or "041" or a or b or "200")[ic]
05	6612	N/A	0	0	0:01	*s{"ck"}ap*[bi,ti]
06	2276	N/A	0	0	0:02	5 not dead[ld]
07	1736	N/A	0	0	0:02	6 and ("009" or "028" or "041")[cc]
08	698	0	698	635	0:01	6 and ("009" or "028" or "041" or a or b or "200")[ic]
09	5	0	5	5	0:01	2 and 6

Session started 6/10/2016 3:00:40 PM Session finished 6/10/2016 3:44:03 PM Total search duration 0 minutes 11 seconds Session duration 43 minutes 23 seconds Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86941933

MISSION



Missions



What is an escape game?

An escape game is an hour of fun, where it's your goal to make your ultimate escape. Work with your friends or meet some new ones as you try to beat the ticking clock. You have one hour to solve the obstacles in your way to freedom!

What is Mission Escape Games?

Mission Escape Games specializes in escape games, providing you with the perfect environment to stimulate your mind while having fun. Pit your minds against our puzzles and try to make your escape!

Up for the challenge?

Book Now

Trademark/Service Mark Application, Principal Register

Serial Number: 86941933 Filing Date: 03/16/2016

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86941933
MARK INFORMATION	
*MARK	MISSION
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	MISSION
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Oakwon Demographics LLC
INTERNAL ADDRESS	Suite 305
*STREET	144-36 Melbourne Ave
*CITY	Flushing
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants)	11367
LEGAL ENTITY INFORMATION	
ТҮРЕ	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	New York
GOODS AND/OR SERVICES AND BASIS INFORMATIO	N
INTERNATIONAL CLASS	041
*IDENTIFICATION	Arranging and conducting entertainment through interactive, puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/16/2014
FIRST USE IN COMMERCE DATE	At least as early as 12/16/2014
SPECIMEN FILE NAME(S)	\\\TICRS\EXPORT16\IMAGEOUT

	16\869\419\86941933\xml1\ RFA0003.JPG
SPECIMEN DESCRIPTION	Screen shot of website displaying the mark
ATTORNEY INFORMATION	
NAME	Michael F. Sarney
ATTORNEY DOCKET NUMBER	M7943-002-02
FIRM NAME	Moritt Hock & Hamroff LLP
STREET	450 Seventh Avenue
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10123
PHONE	(212) 239-2000
FAX	(646) 688-6096
EMAIL ADDRESS	msarney@moritthock.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Michael F. Sarney
FIRM NAME	Moritt Hock & Hamroff LLP
STREET	450 Seventh Avenue
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10123
PHONE	(212) 239-2000
FAX	(646) 688-6096
*EMAIL ADDRESS	msarney@moritthock.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/michael sarney/
SIGNATORY'S NAME	Michael F. Sarney
SIGNATORY'S POSITION	Attorney of record, New York bar member
DATE SIGNED	03/16/2016

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

Serial Number: 86941933 Filing Date: 03/16/2016

To the Commissioner for Trademarks:

MARK: MISSION (Standard Characters, see <u>mark</u>) The literal element of the mark consists of MISSION.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Oakwon Demographics LLC, a limited liability company legally organized under the laws of New York, having an address of

Suite 305

144-36 Melbourne Ave Flushing, New York 11367 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Arranging and conducting entertainment through interactive, puzzle adventure games and challenges, namely, featuring room escape, problem solving, teamwork and strategy and social entertainment events

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/16/2014, and first used in commerce at least as early as 12/16/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Screen shot of website displaying the mark.

Specimen File1

The applicant's current Attorney Information:

Michael F. Sarney of Moritt Hock & Hamroff LLP 450 Seventh Avenue New York, New York 10123

United States

(212) 239-2000(phone)

(646) 688-6096(fax)

msarney@moritthock.com (authorized)

The attorney docket/reference number is M7943-002-02.

The applicant's current Correspondence Information:

Michael F. Sarney

Moritt Hock & Hamroff LLP

450 Seventh Avenue

New York, New York 10123

(212) 239-2000(phone)

(646) 688-6096(fax)

msarney@moritthock.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or applicant's attorney at the e-mail address provided above. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in an additional processing fee of \$50 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /michael sarney/ Date: 03/16/2016

Signatory's Name: Michael F. Sarney

Signatory's Position: Attorney of record, New York bar member

RAM Sale Number: 86941933 RAM Accounting Date: 03/16/2016

Serial Number: 86941933

Internet Transmission Date: Wed Mar 16 12:06:17 EDT 2016 TEAS Stamp: USPTO/BAS-XXX.XX.XXX.XXX-2016031612061754

3184-86941933-5507de47e4993357a63e249957 f32a8a482683340b6c7a3a1f5192b1b9cd51dee8

-DA-9138-20160316114631188542

MISSION



Missions



What is an escape game?

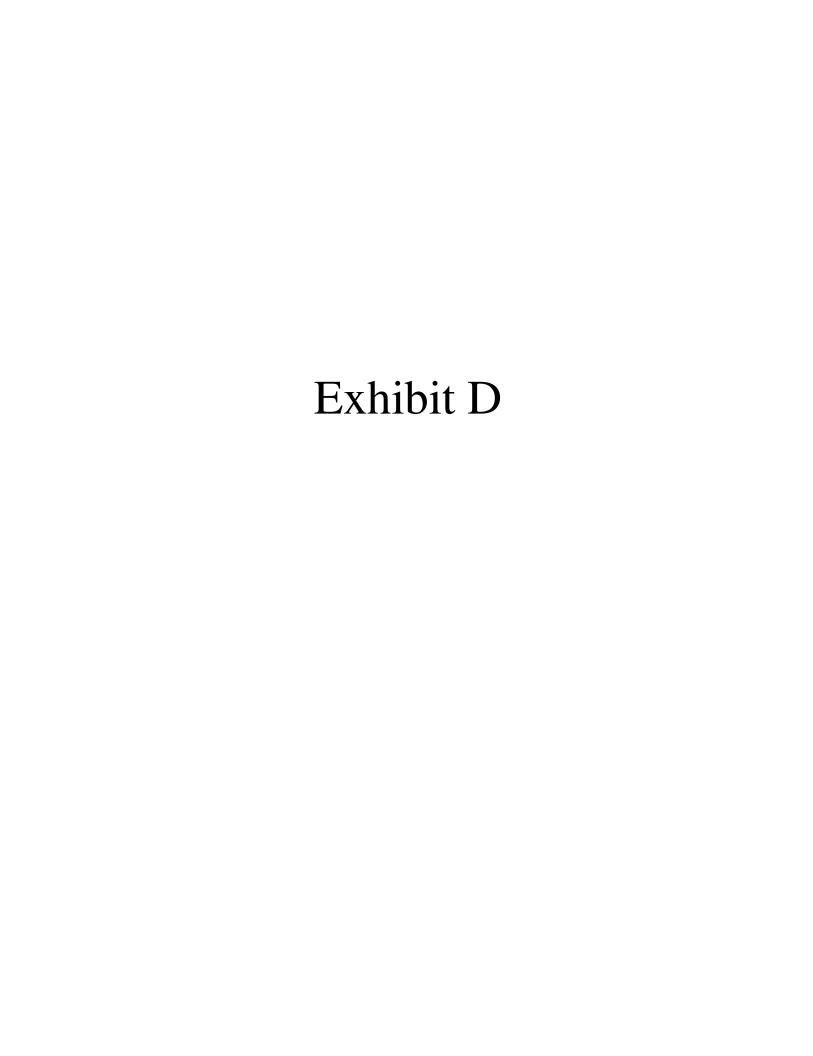
An escape game is an hour of fun, where it's your goal to make your ultimate escape. Work with your friends or meet some new ones as you try to beat the ticking clock. You have one hour to solve the obstacles in your way to freedom!

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Up for the challenge?

Book Now



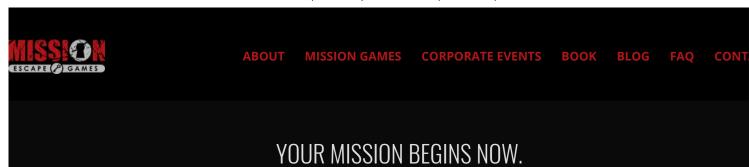
obstacle course, fun house, etc.} attractions



Displaying 1 to 1 of 1 records < Previous Next







CHOOSE YOUR LOCATION

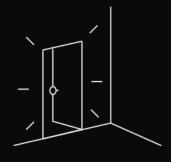
HOW TO PLAY



FIND CLUES Inspect your mission room for clues



COLLABORATE Work together to solve the puzzles



ESCAPE Break out of your mission within the

CORPORATE BOOKING

The game is designed for intense cooperation and working together. This is a perfect way for the office to get out for a high quality team building exercise.

FEATURED POSTS



03/03/2017

Mission Escape Games Featured on The Men's Manual
How to Test Chemistry on a First Date. Tired of going out with
people and wasting all that time and money VIEW POST



01/21/2017

John Legend & Chrissy Teigen Escaped the Darkest Hour! John Legend and Chrissy Teigen, preternaturally delightful ce couple, confirmed once again that they are and will be relation goals until the end of the time thanks to their new hobby. VIE POST



Love the staff here. Always helpful and welcoming. The challenges are great and vary in style from room to room. Rooms are also clean and nicely set up.

Angelica P.



Did the escape room during my bachelorette weekend and it awesome! I had no idea it would be so much fun. Every persour group loved it and had a blast!!

Penny L.













SIGN UP FOR OUR NEWSLETTER

Want to stay up to date with us? We'll send you info about special events/promotions, new challenges and more so just sign up below!

SIGN UP

MANHATTAN, NYC LOCATION

55-59 Chrystie St, Ground Floor #106, (between Canal St & Hester St), New York, NY 10002

VISIT LOCATION PAGE

FLUSHING, QUEENS LOCATION

134-26 Northern Blvd, Flushing, NY 11354

VISIT LOCATION PAGE

ANAHEIM, CA LOCATION

400 Disney Way #313, Anaheim, CA 92802

VISIT LOCATION PAGE

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EMAIL

missionescapegames@gmail.com







TELEPHONE

3/7 903 8860



ABOUT MISSION GAMES

CORPORATE EVENTS

BOOK

YOUR MISSION BEGINS NOW.

CHOOSE LOCATION

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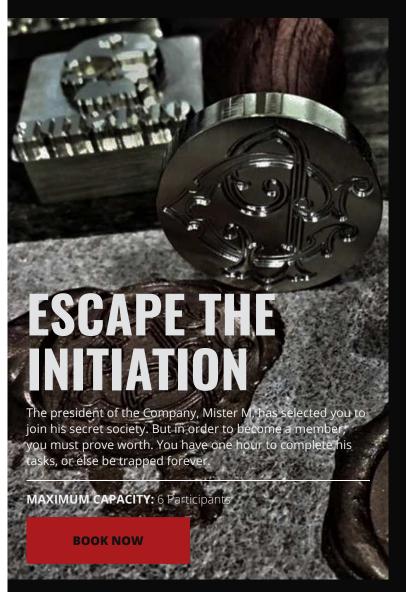
BOOK

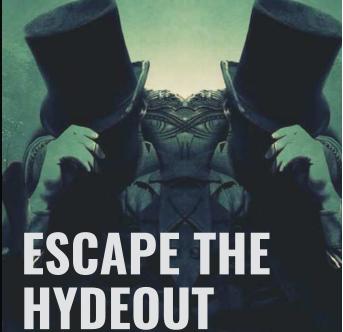
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AO

MANHATTAN, NYC

55-59 Chrystie St, Ground Floor #106 (between Canal St & Hester St) New York, NY 10002





The Hydeout is a Victorian-era mission inspired by the Strange Case of Dr Jekyll and Mr Hyde. Be prepared to go

into the good doctor's home but beware of his dark side.

Jekyll has been acting strange and gone missing. It's up to

you to find out what has happened to Dr Jekyll before Mr

Hyde shows up...

MAXIMUM CAPACITY: 8 Participants

BOOK NOW





You are a specialist team sent into the U.S.S Nemesis to divert the spaceship from crashing to Earth. You have one hour to complete your mission, or go down with the ship.

MAXIMUM CAPACITY: 8 Participants

BOOK NOW

OTHER LOCATIONS

ANAHEIM, CA

FLUSHING, QUEENS NY

MANHATTAN, NYC LOCATION

55-59 Chrystie St, Ground Floor #106, (between Canal St & Hester St), New York, NY 10002

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ABOUT MISSION GAMES CORPORATE EVENTS BOOK BLOG FAQ CONT

OUR STORY

Ever since opening our flagship location in New York City in 2014, we have been setting the bar for the escape game experience.

We're all about teamwork and thinking outside of the box, but we're also about making sure you have fun doing it! That's why both p and companies from across the country and around the world have rated us so highly. Even the media loves us as we've been featur news outlets, tv shows and more!

Come and challenge a Mission Escape Game today!

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